

## ANALYSIS OF AN EDITORIAL COMMENTARY

The editorial commentary I will be analysing is called *Loving the Body Fat-tastic* which was released on the 27th of November 2020 by the public full-service station *BBC Radio 4*, belonging to its very interesting program that holds the name of *A point of View*, which is aired on Fridays at 20:50. Moreover, this specific 9-minute editorial commentary was presented by Bernardine Evaristo at that usual time.

Regarding the main topic of it, this commentary is focused on body-image and how the fashion industry affects it. We can evidently see that this is an editorial commentary, because the journalist states her opinion on the subject of matter and, furthermore, this precise issue is of a paramount importance in society.

Talking about its organization, it is divided into the typical three main sections almost every essay or commentary have: An introduction, where she approaches how beauty standards are set upon women from a very tender age; a body, in which she develops her opinion which is that every type of body is beautiful and models and other people (with a public image) we aspire to be should always represent how real women are, however she truly believes we are heading in the right direction and that is towards a society where we can express ourselves as we really are without feeling judge, she supports it with arguments and examples as Rihanna and Lizzo; and lastly, a conclusion, which wraps up the most important idea which is to rejoice in our uniqueness. To be able to carry out this organization, she uses a technique in which she goes from the particular to the general. In other words, she starts with a specific example or case (the particular) which is the situation she had with her friend's daughter who claimed to be ugly without any doubt at all, and although Bernadine insisted on her being just perfect as she was, she would not just believe the presenter's words; and after that she uses this story or anecdote to build up her opinion with more general information like the ideal of beauty in other eras and cultures. In respect of how it is delivered, the message is almost entirely in the first person of the plural ("we") as the presenter is not only including herself as part of the group, of women, but also the listener, making what is being said more engaging and people can feel more easily identified with it. It also helps with these aspects, the addition or inclusion of her own life experiences. Hence, I would say it is a content with a highly emotional value. Moreover, it uses the narration and description with lots of adjectives. Finally, it utilizes a formal register and maintains a slow but confident pace

throughout the whole commentary, at least in terms of her voice, however the pace of information, in other words, how much important data is being said, increases over time as Bernadine gets fully into the topic.